



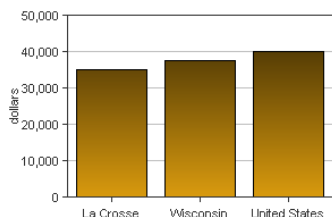
La Crosse, Wisconsin

La Crosse is one of 72 [counties](#) in Wisconsin. It is part of the [La Crosse, WI-MN \(MSA\)](#). Its 2008 population of 112,419 ranked 13th in the state.

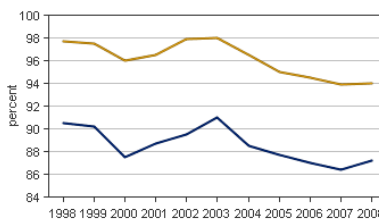
PER CAPITA PERSONAL INCOME

In 2008 La Crosse had a per capita personal income (PCPI) of \$35,040. This PCPI ranked 27th in the state and was 93 percent of the state average, \$37,770, and 87 percent of the national average, \$40,166. The 2008 PCPI reflected an increase of 3.0 percent from 2007. The 2007-2008 state change was 2.1 percent and the national change was 2.0 percent. In 1998 the PCPI of La Crosse was \$24,685 and ranked 27th in the state. The 1998-2008 average annual growth rate of PCPI was 3.6 percent. The average annual growth rate for the state was 3.6 percent and for the nation was 4.0 percent.

Per Capita Personal Income, 2008



Per Capita Income as a Percent of the United States, 2008



■ Wisconsin ■ La Crosse

TOTAL PERSONAL INCOME

	2007-08 percent change	1998-2008 AAGR
La Crosse	3.9 %	4.2 %
Wisconsin	2.6 %	4.2 %
U.S.	2.9 %	5.0 %

AAGR: average annual growth rate

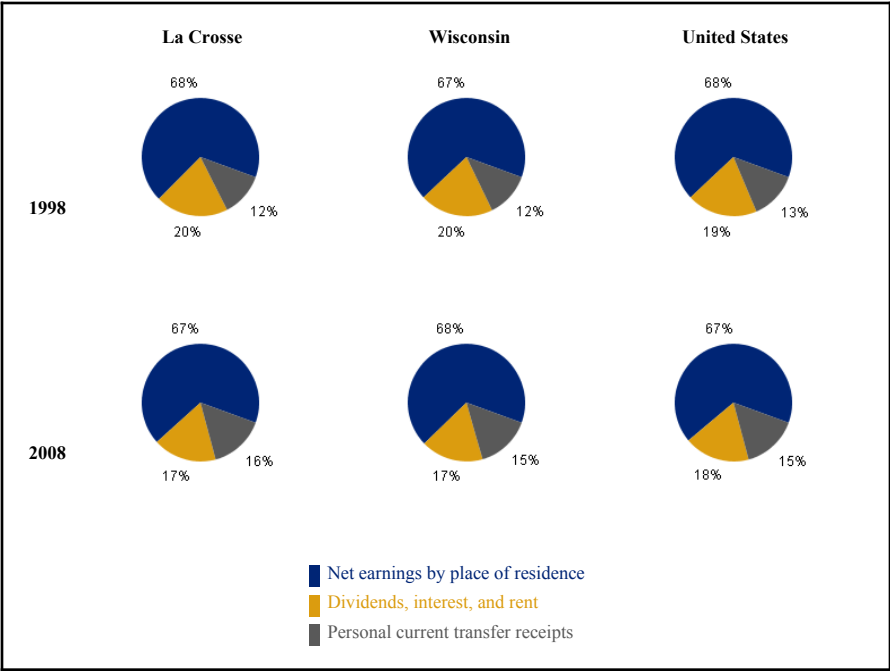
In 2008 La Crosse had a total personal income (TPI) of \$3,939,144*. This TPI ranked 14th in the state and accounted for 1.9 percent of the state total. In 1998 the TPI of La Crosse was \$2,614,800* and ranked 14th in the state.

*Note: Total personal income estimates are in thousands of dollars, not adjusted for inflation.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of La Crosse.

Percent Contribution to Total Personal Income



2007-2008 percent change			
	La Crosse	Wisconsin	U.S.
Net earnings	4.0 %	2.0 %	2.0 %
Dividends, interest, and rent	1.9 %	1.5 %	1.3 %
Personal current transfer receipts	5.5 %	6.5 %	9.2 %

1998-2008 average annual growth rate			
	La Crosse	Wisconsin	U.S.
Net earnings	4.1 %	4.2 %	4.8 %
Dividends, interest, and rent	2.8 %	2.5 %	4.2 %
Personal current transfer receipts	6.8 %	6.4 %	6.7 %